

Press Release
For Immediate Release
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THE EIGHT TBYB BY CONVENTA UNVEILED THE IMMENSE EVENT POTENTIAL OF PODGORICA

Podgorica wowed event organisers with its authenticity, warmth and Balkan spirit

The international trade show Conventa has been convening leading event organisers in the New Europe region for the past eighteen years. Since 2023, Conventa has been presenting partner destinations to international event organisers with the boutique event format Try Before You Buy by Conventa (TBYB). The concept combines the best of both worlds - pre-arranged one-to-one business meetings and authentic destination exploration tours. Following a successful edition of the event in Bratislava, the hosts successfully organised the next TBYB by Conventa in Podgorica in September. The three-day event was attended by 17 handpicked international event organisers from Europe and 16 regional suppliers who uncovered the most genuine local stories, event venues and discovered new ideas for organising incentives in the Montenegrin capital and its hinterland.

With its central location in Montenegro, the city is establishing itself as a destination with immense potential for corporate and incentive events. The local hosts, the Podgorica Tourist Board, crafted a diverse programme that saw some attendees discover Podgorica and select boutique venues, while others headed to Cetinje. The afternoon programme included site visits to the surrounding area of Podgorica and the Skadar Lake National Park, which provides a slew of opportunities for incentive experiences. The gastronomic experiences were once more the highlight of the entire programme. Attendees extolled the local cheese, prosciutto, saltwater fish and other delicacies.

TBYB Podgorica culminated in an evening reception in the Šipčanik wine cellar found below the Plantaže Winery. A local folklore group made a pompous introduction to a standing dinner reception amid the copious, imposing wine barrels. The programme was organised in cooperation with local partners, the Podgorica Tourist Board, Crowne Plaza Podgorica, Hilton Podgorica, Kings Park Hotel Podgorica, Ramada by Wyndham Podgorica, DMC agencies and other congress providers. The second day was dedicated to one-to-one business meetings.

Gorazd Čad, the co-founder of Conventa, commented on the importance of the event: *"Podgorica was a welcome surprise for many attendees. It has a distinct character, energy, and sincerity that attendees can feel as soon as they touch down. The Try Before You Buy format enables them to experience the destination, not only visit it. So far, nothing can replace these authentic tours - where you taste and explore and, most importantly, meet future business partners."*

TBYB by Conventa is more than a fam trip; it is a strategic tool for the development and growth of destinations. With a database comprising over 80,000 verified international event organisers and 18 years of experience, Conventa offered target-focused promotion and long-term recognition.

Heli Lindén from TinkyBell Oy in Finland praised the event concept: *"This was one of the most well-organised fam trips I've attended. I really liked the concept – it was efficient, insightful, and very useful professionally. I'll definitely recommend it to my industry colleagues and look forward to similar events in the future."*

The event once again showcased how Podgorica is rising as one of the most promising event destinations in New Europe thanks to its authenticity, accessibility, and human touch. Once the city inaugurates its congress centre, the Montenegrin capital will have the infrastructure in place to host the most demanding events.

You can see the event programme here: <https://conventa.si/events/explore-podgorica/>.

Press material:

- [TBYB PG photo gallery](#)
- [About Conventa](#)
- [Video Conventa 2023](#)
- [Video Conventa 2024](#)
- [Video Conventa 2025](#)

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